

We claim:

- 1           1.     A method for presenting to a user at a station connected to a distributed  
2 computer network, relevant areas of distributed computer network sites, comprising, the steps  
3 of:  
4                 receiving across the distributed computer network an indication of a mind set  
5 of the user in navigating the network, wherein the mind set indicates a navigational goal of the  
6 user over the distributed computer network;  
7                 cross-referencing the indicated user mind set with a mind set data store of  
8 potential user goals to find at least one indicated goal;  
9                 cross-referencing the indicated user goal with a service data store of a set of  
10 services, the set of services potentially reflecting the navigational goal of the user mind set;  
11                 matching the set of services in the cross-referencing step with a list of service  
12 providers that provide the set of services that potentially reflect the navigational goal of the  
13 user; and,  
14                 displaying the list of services and service providers to the user at the station.
- 1           2.     A method as in claim 1, further comprising, the step of:  
2                 offering the user a promotion associated with a service provider that relates to  
3 the received user mind set.
- 1           3.     A method as in claim 1, wherein the displaying step, further comprises, the  
2 step

3 of:

4 sending the list to a tool that creates a user interface for the constructed list.

1 4. A method as in claim 1, wherein the station is at least one of a personal  
2 computer,  
3 a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a  
4 wireless digital platform, and a voice-based platform.

1 5. A method for presenting to a user at a station connected to a distributed  
2 computer network, relevant areas of distributed computer network sites, comprising, the steps  
3 of:

4 displaying to the user across the distributed computer network a set of potential  
5 user mind sets and a set of potential contextual inferences;

6 receiving from the user at least one of a user mind set or a contextual inference,  
7 wherein the user mind set or contextual inference indicates a navigational goal of the user  
8 over the distributed computer network;

9 sending the user to a new location on the distributed computer network in  
10 response to the received user response; and,

11 presenting to the user at the station a list of service providers in response to the  
12 received user response, the list of service providers providing services in accordance with the  
13 received user response.

1           6.     A method as in claim 5, further comprising, the a step of:  
2                 outlining an activity history that reflects the received user response on a visual  
3 display at the station.

1           7.     A method as in claim 6, further comprising, the step of:  
2                 recording the activity history electronically.

1           8.     A method as in claim 7, further comprising, the step of:  
2                 transmitting the electronically stored activity history.

1           9.     A method as in claim 8, further comprising using the transmitted electronically  
2 stored activity history for a customization of a navigational environment.

1           10.    A method as in claim 5, further comprising, the step of:  
2                 offering the user an additional enhancement wherein the additional  
3 enhancement comprises a promotion associated with a service provider that relates to the  
4 received user response.

1           11.    A method as in claim 5, wherein the station is at least one of a personal  
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3 platform, a wireless digital platform, and a voice-based platform.  
4

1           12.    A method as in claim 5, further comprising, the step of:  
2           generating a fee to the service provider each time a service associated with the service  
3           provider is presented to the user.

1           13.    A method as in claim 5, further comprising the step of:  
2                    receiving from the user a selection from the list, the selection being consistent  
3           with the navigational goal of the user over the distributed computer network.

1           14.    A method as in claim 13, further comprising the step of:  
2                    generating a fee to a service provider each time a user selection associated with  
3           the service provider is received from the user.

1           15.    A system for delivering targeted ads to a user operating a station connected to  
2           a distributed computer network, comprises:  
3                    an ad server which maintains the targeted ads for the user at the station across  
4           the distributed computer network;  
5                    a data store that identifies a set of rules associated with an ad, the rules  
6           indicate a level of relevancy of an ad to a particular content; and  
7                    a match maker that parses the particular content by objects and corresponding  
8           attributes, that maps a targeted ad to the particular content by applying the rules in the data  
9           store, and that sends an identification of the targeted ad to the ad server.

1           16.     A system as in claim 15, wherein the station is at least one of a personal  
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3 platform, a wireless digital platform, and a voice-based platform.

1           17.     A system for sending targeted services to a user at a station connected to a  
2 distributed computer network, comprises:  
3                 an object registry that identifies a first set of objects relevant to services  
4 provided by a service provider and that maps the first set of objects to the services provided by  
5 the service provider; and,  
6                 a match maker that parses content in a document, that identifies a second set of  
7 objects relevant to the content, that groups the second set of objects relevant to the content,  
8 that cross-references the first set of objects with the second set of objects to determine  
9 targeted services relevant to both the first and the second set of objects, and that sends the  
10 targeted services to the user across the distributed computer network.

1           18.     A system as in claim 17, wherein the station is at least one of a personal  
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3 platform, a wireless digital platform, and a voice-based platform.

1           19.     A system for presenting to a user at a station connected to a distributed  
2 computer network, relevant computer network sites, comprising:  
3                 a mind set data store that stores a set of potential user goals;

4 a service data store that stores a set of services; and,

5 a processor that receives from the user an indication of a user mind set in

6 navigating the network, wherein the mind set indicates a navigational goal of the user over the

7 distributed computer network, the processor cross-references the indicated mind set with the

8 potential user goals in the mind set data store, cross-references the indicated user goal with the

9 set of services potentially reflecting the navigational goal of the user, matches the set of

10 cross-referenced services with a list of service providers that provide that set of services, and

11 displays the list of services and service providers to the user at the station.

20. A system as in claim 19, wherein the station is at least one of a personal  
computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
platform, a wireless digital platform, and a voice-based platform.

21. A method for presenting to a user at a station connected to a distributed  
computer

network, relevant areas of distributed computer network sites, comprising the steps of:

maintaining targeted ads for the user at the station across the distributed

computer network;

identifying a set of rules indicating a level of relevancy of an ad to a particular

content;

parsing a particular content by objects and corresponding attributes; and

mapping a targeted ad to the particular content applying the identified rules.

1           22.     A method as in claim 21 wherein the station is at least one of a personal  
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3 platform, a wireless digital platform, and a voice-based platform.

1           23.     A method for presenting to a user at a station connected to a distributed  
2 computer network, relevant areas of distributed computer network sites, comprising, the steps  
3 of:

4                   identifying a first set of objects relevant to services provided by a service  
5 provider;  
6                   mapping the first set of objects to the service provided by the service provider;  
7                   parsing a second set of objects relevant to content in a document;  
8                   grouping the second set of objects relevant to content in a document;  
9                   cross-referencing the first set of objects with the second set of objects to  
10 determine targeted services; and  
11                  sending targeted services to the user across the distributed computer network.

1           24.     A method as in claim 23, wherein the station is at least one of a personal  
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based  
3 platform, a wireless digital platform, and a voice-based platform.

1           25.     A method as in claim 23, further comprising the step of:

